

NOAA INSTITUTIONAL REPOSITORY – MARKETING TEAM

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Imagine, for a moment:

- * New NOAA staff who begin their projects and research from where the prior staff left off.
- * NOAA staff across the nation and globe being able to evaluate their projects against the backdrop of all NOAA produced research and accomplishments.
- * The unprecedented ability to find in one place how to access the collective digital output of the entire National Oceanic and Atmospheric Administration.
- * The satisfaction of knowing that NOAA has invested in a secure and sustainable strategy for preserving and making available forever the progress of NOAA.

The above is the Institutional Repository goal that the Marketing Team needs to emphasize to NOAA management and staff.

This report is divided into four sections: Audience for Marketing, Marketing Messages, Marketing Methods, and Training.

Audience for Marketing

Audience #1 - Upper Management of NOAA

The IR Marketing Team message must convince them of the importance of this project and that this project is necessary for all line offices within NOAA. We must receive their buy-in otherwise any other marketing attempts are fruitless. We need to emphasize ONE NOAA as this will be a NOAA Institutional Repository representing the whole agency.

Question: What methods and messages will we use to reach them?

Question: What specific roles do high level NOAA Librarians play at this point?

Measuring Results: We will measure the result of our marketing by Upper Management's endorsement and sponsorship of our project. We already have the buy in from NODC with the promise of server space from both the new Director Zdenka Willis and the Deputy Director Kurt Schnebele. We also need to see the active promotion of the project by upper management in each line office. It also means NOAA funding the project at adequate levels to obtain success. Without upper level management support and funding, we are very limited in what we can do. We put in a proposal to HPCC for funding but because of budget constraints this year, they re not giving out any grants. They do want to have a meeting with library personnel to discuss this project which is a positive sign. Another funding proposal will go in this summer.

We need to create a list of personnel within NOAA line offices to be targeted along with the name of library point person for each of these offices.

Audience #2 – Scientists:

Question: Do we need to get the support of some scientists within NOAA to help make our case to upper management? Should we ask for volunteers, rather than force them to add their material? If so, then we need to select a few labs or program offices to target with our initial marketing efforts.

Question: Do we initially target certain labs/program offices or all of NOAA?

Question: Who will spearhead the effort with each of these offices? It should be the librarian, but should others also be involved. Does someone from the NCL need to make a site visit to some of the labs to promote the IR along with the lab librarian?

Question: What methods and messages will we use to reach these scientists? We need to ask the scientists what they want. We have to be careful with them that the whole project is not too bureaucratic. There should be direct visits by contact person in the individual lab. Do we need someone from NOAA Central also?

We need to make a list of the order to target labs/program offices along with name of library point person, the message, and the method of marketing

Audience #3 – Editorial Staff:

Question: What is the message to best reach them and gain their support? Must show benefit to them.

Question: Do direct on-site visits need to be made?

Each NOAA Line office has different ways of providing editorial review for NOAA publications. It is imperative that we work with these groups. We need to find out the editorial process in each of the NOAA line office and the individual offices if necessary.

We need to make a list of the editorial staff we will target along with the name of library point person, the message, and the method of marketing for each. The message should be tailored each individual group.

Other staff that should be contacted any staff who are key decision makers plus budget and administrative staff.

Marketing Messages:

1) What is an Institutional Repository?

(The following are taken from a review of the literature that has been sent to the group over the last six months.)

IR is a system that stores information digitally with the capability to capture, index, preserve and redistribute any organization's intellectual data.

Wikipedia –

IR is an online locus for collecting & preserving digital information, the intellectual output of an institution.

Wikipedia –

Two main objectives of an IR is to store and preserve easily lost unpublished or grey literature and provide open access to an institution's intellectual data through self-archiving.

IR documents are self-archived by authors on-site.

IR documents are not copyrighted. (I think this was a stipulation of the NOAA group, correct? i.e. an author retains copyright)

IR's provide free public access to readers within and outside of the IR host.

Evidence is accumulating that shows open access articles are cited 25 to 250% more than non-open access from the same journal. Therefore an open access IR increases the impact of an author's research.

Author Behavior – Alma Swan -

IR's support all the reasons why an author publishes his work:

- Communicates results
- Advances author's career
- Personal prestige
- To gain funding
- For financial reward

IR's provide researchers with a secure storage for completed work and for work-in-progress.

Keeps all of an authors work in one place

IR's accept any format/medium that can be converted into digital data this includes print, video and audio files.

ALA Library Technical Report 2004 -

IR's are:

- Digital content
- Community driven – they set the criteria for deposit.
- Institutional supported – takes coordination between departments and money.
- Durable and permanent
- Accessible content – materials are meant to be shared.

IR's have 6 core functions:

- Material submission
- Metadata application
- Access control
- Discovery support
- Distribution
- Preservation

IR's are NOT:

- Simple or cheap (ALA's words not mine)
- Not a replacement for a library
- Not a replacement for the physical object

2) An IR advances one-NOAA goal of the Admiral

3) An IR fosters competition.

4) An IR provides much greater access through OAI-PMH harvesting by numerous other entities, including business and academia. So makes taxpayer-funded literature freely available.

5) An IR gives authors/NOAA more control of copyright.

6) An IR is interoperable and complies with international standards.

7) An IR preserves research findings

8) An IR benefits staff might not want to lose control of their work. We want to avoid territorial issues.

Marketing Methods:

1) Direct Interaction:

Informal lunches

Chats by the water cooler

***discussion item on the agenda of as many NOAA staff meetings as possible in the next few months

PowerPoint presentations

White paper

Information on library web sites

Work with OAI-PMH harvesters to show how NOAA material is more widely accessed than before the project.

2) Handouts:

Brochure

Bookmark

Magnetic card

Credit-card size folder

PowerPoint presentations

Discussion item on the agenda of multiple NOAA meetings

Presentations at NOAA conferences

Information on library web sites

Information on other NOAA web sites

Canned presentations put together on DVD

Training:

Develop training materials for multi-level audience.

Define distinct audiences

List training materials and methods for each audience

List trainers for each audience:

Develop a contact person for each audience

This is a rough draft for a Marketing/Training Plan for IR. After the IR Technology team has chosen an open source solution we can get more specific. It looks like it will be D-Space but we need a definite choice. D-spaces marketing materials can be found at <http://dspace.org/implement/market.html>. As soon as a choice is made our team will develop some marketing materials.

Concluding Notes:

We have to be able to emphasize to them how an IR differentiates from their publication lists on their office individual websites. They will ask the question why they should bother with IR when office/lab has page

What if they want to place in IR items not in our Collection Development policy?

We can't market until

- 1) Examples in the pilot to demo to staff. We need examples from different line offices of various publication types to demo.
- 2) Collection dev policies – we need to know what will be placed in the IR. NOAA staff might have different ideas than us.
- 3) Can show them how they add items to IR

We need to get permission to test the system by using volunteers who would like their publications entered. After staff members entered their material we will have a survey assessment of the whole procedure.